



The Tribune
And a Survey of
Terre Haute,
Indiana

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Terre Haute's Location

The map shows the great distance Terre Haute is from larger cities in all directions, and consequently how Terre Haute has a large buying radius of its own.

All of this district is netted with paved roads, interurban lines and railroads in all directions so that it is a matter of only a short time to get to Terre Haute. The paved roads which reach out in all directions enable the establishment of bus lines in addition to the other means of bringing people to Terre Haute.

The distance from these other cities and the ease of getting to Terre Haute makes the people of this territory look to Terre Haute as their place of amusement and the place to do their buying.

This territory also is reached only by a Terre Haute newspaper, as being far away these people are not interested in the news of far away cities in which they have no interests.

Terre Haute a Good Market

Population	66,083
White, Native Parentage	74.1%
White, Foreign or Mixed Parentage.....	14.7%
White, Foreign Born	5.5%
Negro	5.5%
Other Races	(Less than one-tenth of one per cent)
Illiterates over 10 years	1.9%
(The below figures taken from the 1920 government census.)	

Terre Haute, due to the fertility of the soil and the other natural resources such as coal and shale and the proximity of the Wabash river has many rich farms and many manufacturing plants in its trading radius.

The fact that the Wabash river insures a constant plentiful supply of water and that the coal mines are near reducing the cost of shipping fuel enables the manufacturer to produce cheaper and build permanently in Terre Haute.

There are 60 producing mines alone within 30 miles of the city, exclusive of the small wagon mines, mining about one out of every twenty tons of bituminous coal mined in the United States.

The Brick and Tile companies make up a big part of the industry here also because of the shale found around here. Glass plants, Foundries, Chemical plants, Boiler works, Mine Machinery manufacturers, Overall factories, Mattress factories, Enamel Ware companies, Automobile Wheel works, Oil Refineries, Coke plants, Paint factories, etc., are among the prominent industries.

The rich agricultural district also makes this district a well known field for Flour mills, Meat Packing Plants, Hominy mills, Canned Fruits and Vegetables and Commercial Solvents. Commercial Solvents are being made in the old distilleries put out of business by the Volstead act and use the corn formerly used by the distilleries.

The "Davis Gardens" is a company which raises vegetables in the winter, shipping in car load lots to all parts of the United States. The plant has 20 acres under glass consisting of mammoth "green houses," an investment exceeding \$600,000, and is the largest indoor vegetable producing plant in the world.

Due to the large number of railroads here, practically all roads have round houses and shops here and the American Car and Foundry company also has one of their largest plants here. From this it can be seen that the industries of Terre Haute are diversified and the merchants do not depend on one branch of industry, making "hard times" few and far between.



Tipple of One of Terre Haute's Largest Coal Mines

One of the principal industries of the Terre Haute trading radius is Bituminous Coal Mining. This field turns out one-twentieth of all the Bituminous Coal mined in the whole United States.

Within thirty miles of the city there are sixty large producing mines not counting small or wagon mines. Among the mines are some of the finest equipped mines in the world and also the largest Bituminous mine in the world from the point of view of production is located in this field.

This record breaking mine holds the world's record for hoisting more coal in one day than any other mine in the world. The record was held by this mine and recently the same mine broke its own record.

These sixty mines employ 20,000 men, which is approximately ten per cent of the population of the trading radius and their monthly pay amounts to three and a half million dollars.

These highly paid workmen add greatly to the

The Coal Industry

Monthly Pay Roll	\$3,500,000.00
Number of Miners	20,000
Number of Mines	60
(Not Counting Small Wagon Mines)	

All This Within 30 Miles of the City

purchasing power of the Terre Haute district, because Terre Haute is the center of the field and is the nearest large city. Miners are taken to the mines in trains every morning and are brought back every evening so many live in the city and the others in the small towns around Terre Haute, all of which are on good paved roads, bus lines, fast running interurban and steam lines giving frequent service.

Like all well paid workers in hazardous tasks, the miners live well and look out for their personal comforts and amusements. For this reason the money they receive in pay is kept in circulation making business for everyone. This also makes small shop keepers prosperous and they in turn can afford luxuries.

The coal industry itself is a big factor in Terre Haute, but the proximity of coal also gives Terre Haute the advantage on other communities in securing of other industries who use much fuel in their own production; and this explains to a great extent Terre Haute's diversified industries.

The Buying Power of Terre Haute's Radius

The Buying Power of Terre Haute's Radius is shown clearly by the fact that Terre Haute has a larger down town business district than any city of its size in the United States. In addition to the down town district there is a large business center in the north part of the city known as Twelve Points, and a large business center in the east part known as the East Side.

The cause of the buying power in Terre Haute being large is due partly to the large territory from which Terre Haute draws its buyers and is also due to the buying power of the individual buyer.

Terre Haute's workers and the workers in the whole trading area are skilled high paid workmen. There is no industry here which uses a large amount of unskilled labor. A glance at the list of industries shown on a previous page shows this to be a fact.

The miners are all highly paid workmen, and the molders, chemists, chemical workers, machinists in the car shops, etc., railroad workers, glass blowers, and in fact practically all the workers in this district are intelligent highly paid skilled workers. Strikes and labor troubles (with the exception of national strikes) are

practically unheard of here, due to intelligent co-operation between capital and labor leaders with judgment and foresight.

In addition to the industrial workers Terre Haute has a large number of farmers and stock raisers who depend on Terre Haute to supply their wants. The soil is fertile and the farmers are prosperous. This feature of money-making farms of both grain and stock also adds to Terre Haute's buying power.

In addition to the regular buyers in Terre Haute, there are also hundreds of tourists daily passing through, who spend money here. The distance from larger cities makes tourists look to Terre Haute as a stopping place from all directions, either for a short rest, lunch, repairs on cars, or for spending the night. Practically every car stops for gasoline or oil at least.

These tourists go through Terre Haute as it is on the National Road, a road from St. Louis to Washington, D. C., paved practically all of the way with the short stretches not completed being now under construction and also the Dixie Bee Line, the great North and South Highway. These two highways cross in Terre Haute's business district at Seventh street and Wabash avenue.

Farming Industry



A Typical Farm of This District

Vigo County's Agriculture is becoming more important each year. There are in Vigo County at the present time 2,770 farms totaling in all 222,285 acres of land. The average acreage per farm is 80.2 acres and the average investment per farm is \$9,782.00. Over fifty per cent of the farms of Vigo County are operated by their owners and quite a number of the other farms are operated by managers. Farm tenantry is not a serious problem here.

The agriculture of this county may be divided into four groups: General farming, grain farming, dairying and fruit and truck growing. These are given in the order of their importance. The general farmer of the county is the one who has a diversified program and a return from the farm at all seasons of the year. He is raising the grain and feeding it mainly to livestock. He keeps a few dairy cows and has a good flock of poultry. This farmer has an income at all seasons of the year and is a steady purchaser of Terre Haute goods.

The Wabash River runs the entire length of Vigo County from north to south. This gives us a large area of river bottom lands that is ideal for grain farming. The men who own this land raise and sell grain. There is less grain being sold every year as grain, but is being fed to the livestock and sold this way.

The dairy business is the outstanding livestock business of the county. Over six hundred farmers in Vigo County are producing milk to be sold on the Terre Haute market. This business is on the increase and is amounting at pres-

ent time to very nearly a million dollars per year. The demand for dairy products is on the increase and this demand is causing more and more men to enter the field of producing milk. The dairymen has a steady income, being paid every two weeks for his products.

The truck and the fruit growing industry is on the increase and is bringing into Vigo County several thousand dollars per year. The sandy land near Terre Haute makes an ideal gardening section. There are about two hundred men in the county who depend entirely on the gardening industry. These men have formed a Truck and Fruit Growers' Association that is improving the work immensely.

The Farm Bureau of Vigo County is headed by progressive, forward looking farmers and is advancing the agricultural interests of the county. It has a membership of practically two-thirds of the farmers in the county.

The agricultural situation in Vigo County has improved in the past few years. Soy beans and other leguminous crops are being grown more and more in the county. The use of ground limestone is on the increase in the county and commercial fertilizers are being used more and more. Poultry raising is being given a great deal of attention and several men are going into the business on a commercial scale.

Taking it all around the agriculture of Vigo County is on the up-grade and the farmers are in a fair way to make more money in the next few years than in the last five or ten years.

Terre Haute's Paved Roads



View of National Road East of Terre Haute
Near the Hulman Farm

**Making it Possible to Travel West to
St. Louis. East to New York and
North to Chicago on Paved Roads.**

By D. V. Black, Secretary of Terre Haute's Live Automobile Club.

Editor's Note—One of the noteworthy achievements of the Terre Haute Auto Club and Mr. Clark during the paving of the National Highway around Terre Haute was the up-to-the-minute handling of all details as different parts of the road were completed. This work received much praise from all motorists during the construction work.

Vigo county, Indiana, has within its borders 560 miles of improved highways, 40 miles of which has been taken over by the Indiana State Highway Commission and is being maintained by the state commission.

Two of the principal marked trails cross at the principal business corner in Terre Haute, Seventh street and Wabash avenue. One, the National Old Trails, known as the Main Street of America, which is now paved from New York to St. Louis, passes through Terre Haute (as state road No. 3) on its principal street. The second trail known as Dixie Ice Lane, marked D. B. L. for state road No. 10) runs north and south through Terre Haute, using our second business thoroughfare. This road runs from Danville, Ill., to Evansville, Ind., and is by one hundred miles the shortest route from all northern points to all cities and winter resorts in the south. Under the present program this road will be paved from Terre Haute to Evansville—mak-

ing a continuous pavement from Chicago to Evansville, Ind.

A few years ago, the Indiana legislature passed what is known as the county unit law. The Terre Haute Automobile Club at once took advantage of this law and have at this time succeeded in having all of Vigo county's main roads paved. The next eighteen months should see all of these finished with all connecting links made. Vigo county (outside of Terre Haute) at present has about one hundred and twenty-five miles of paved roads and more paved roads will be built this year, all gravel or secondary roads are being put in good condition and travel over Vigo county is and always will be good.

Terre Haute is the starting point of two other marked trails, the Ben Hur trail starts in Terre Haute and ends at Kokomo, Indiana, where it connects with state road No. 1. The T. C. C. trail starts in Terre Haute and ends at Cincinnati, O., by the way of Bloomington and Columbus, Indiana.



A Portion of St. Mary of the Woods



The First of the New Rose Polytechnic Institute Buildings



Some of the Indiana State Normal School Buildings

Educational Features

In addition to the fine grade schools and splendid high schools, Terre Haute also offers opportunity for the higher branches of education.

Rose Polytechnic Institute, now in a new home fastly being completed, is known the world over for the men well known to Science and Engineering it has turned out. The school is now able to grow due to its new grounds and its already large student body will increase rapidly from year to year.

St. Mary-of-the-Woods, a short distance from

the heart of the city on a paved road is a nationally-known girls' boarding school, attracting girls from all over the United States and often some from foreign countries and recognized as one of the finest schools in the country.

The Indiana State Normal school has a very large attendance the year around as in addition to the regular winter courses there is also a summer course for teachers and students. This is a state school and of course attracts hundreds of students who are to become teachers.

Made in Terre Haute

Acetone	Cases (Wooden Ship- ping)	Fencing (Office)	Peanut Butter
Advertising Plates	Caskets	Fillers	Pillows
Advertising Specialties	Castings (Bronze, Brass, Aluminum, Gray Iron)	Films	Piston Rings and Pins
Agricultural Implements	Catalogues	Floor Arches	Plates (Adv.)
Ammonia	Catsup	Flour	Pork and Beans (Canned)
Aniline (Rubber Accelerator)	Cement Blocks	Flower Vases	Pork Products
Aprons	Chains	Flour (Graham and Wheat)	Printing (Job)
Arch Bars	Chemicals	Forgings	Printing (Commercial)
Artificial Limbs	Chili Sauce	Fruit Jars	Pump Liners
Ash Dumps	Chilled Iron	Fruit Syrups	Railroad Ties
Auto Trucks	Chimney Blocks	Fur Repairs	Ranges
Automobile Bodies	Chocolates	Gas (Illuminating)	Rivets
Automobile Springs	Cistern Covers	Gears (Steel Starters)	Roofing (Sheet Metal)
Automobile Tops	Clay Products	Grain	Sash
Automatic Loaders	Clothing (Workmen's)	Grates (Boiler)	Scales
Awnings	Coal Mining Machinery	Hemlin	Sheet Metal Products
Bags (Canvas)	Coats	Hospital Ware	Shirts (Workmen's)
Bank Fixtures	Coco-Cola	Hot House Products	Signs
Barbers' Outfits	Coffee	Ice	Sleds (Boys')
Barbers' Supplies	Coke	Ice Cream	Soft Drinks
Bars (Iron and Steel)	Columns	Interior Trimmings	Seat Doors and Frames
Batch Boxes	Combination Suits	Iron Products	Soups
Bearings (Automobile)	Concrete Building Blocks	Jackets	Springs (Auto)
Beef Products	Concrete Molding Machinery	Kitchen Ware	Staining
Benzol	Conductor Pipe	Knives (Pocket)	Stairs
Beverages	Conveyors	Lead	Steel Products
Blank Books	Coping for Porch Walks	Letter Openers	Stoves
Blocks	Corn (Ground)	Liniment (Oil)	Surgeons' and Physicians' Outfits
Blue Prints	Corn Meal	Lumber (Dimension)	Tar
Boilers	Corn Sieve Feed	Machinery (Coal Mining)	Tents
Boiler Grates	Corrugated Paper Boxes	Machinery (Crushing)	Test Cars
Bolts	Cots	Machinery (Conveying)	Thermometers
Book Binding	Couplings	Machinery (Concrete and Molding)	Tipplins
Books	Cotton Clothing	Mackinaws	Tile (Building)
Bottles (Glass)	Covers	Malleable Iron Castings	Tile (Drain)
Boxes (Shelf Stack)	Cream (Jack Frost)	Manhole Covers	Toilet Creams
Boxes (Paper)	Cresosoting Trams	Mattresses	Toluol
Boxes (Wooden)	Dibutyl Aniline	Mechanics' Outfits	Toys
Brass	Doors	Medicine	Tracks (Yard)
Bread	Drain Rings and Covers	Metal Products	Trams (Cresosoting)
Bricks	Drain Tile	Mine Car Wheels	Trucks (Yard)
Bronze (Bushings and Bars)	Dresses	Mining Machinery	Typewriter Parts
Building Blocks	Drivers' Outfits	Monuments	Umbrellas
Butanol	Eaves Trough	Motor Fuel	Varnishes
Butyl Aldehyde	Electrical Fixtures	Motors (Elec.)	Vegetables
Butyl Aldehyde Aniline	Electrical Locomotives	Napthalene	Vehicles (Horse-Drawn)
Butyl Tartrate	Elevators (Elec.)	Novelties	Ventilators
Butyric Acid	Emulsion (Milk)	Nursery Products	Voting Booths
Calendars	Enamels	Office Fixtures	Wagons (Boys')
Candies	Enamel Ware	Overalls	Wagon Loaders
Canned Goods	Ethyl Alcohol	Paints	Welding
Canvas Covers	Fans	Pants (Workmen's)	Wheels (Wooden and Automobile and Mine Cars)
Cars (Freight, Mine and Industrial)	Feed	Paper	Window Caps
		Pass Books	Window Sills

List Compiled by Terre Haute Chamber of Commerce



One Square of Terre Haute's Business District



Three Views of Terre Haute's Eighteen Subdivisions

New Terre Haute Additions

D. MING
East Wabash Ave.
DUFFWOOD PLACE
East of New Coliseum
M. MORIAL AVE. SUBDIVISION
South 25th St.
TUGIT SUBDIVISION
North Fruitridge Ave.
PALM SUBDIVISION
30th and College

GILBERT SUBDIVISION
Poplar St.
MONTEREY
East Poplar St.
OWENDALE
Fruitridge and Hawth.
TERRE TOWN
2nd and Lafayette

DAVIS GARDENS
South 21st St.
BROADVIEW SUBDIVISION
and Hubert
SHERIDAN PARK
and
North 25th St.

SALTED SUBDIVISION
South 2nd St.
CREAL SUBDIVISION
Lafayette Ave.
PROSPECT SUBDIVISION
South Wabash
JACK SUBDIVISION
Fruitridge South of College
EDGEMOOD GROVE
East Wabash Ave.

Now shows the true substantial legitimate growth of a city like the budding of new homes.

The above illustrations show how Terre Haute is growing and the above list of subdivisions give some idea as to what Terre Haute will be in the near future.

Of the above listed eighteen subdivisions all but a very few have new houses on them. The ones which have no houses have just been opened up. These subdivisions show that they are being bought up by people who want to build.

people who want to hold them for an investment.

It is the home builders who make the city and the rapid selling of the subdivisions is a criterion of Terre Haute's future.

Terre Haute has a live Real Estate Board which is doing big things for the city to enable it to grow to its required size. Terre Haute has been behind the demand in the building of homes and last year there was more building than in any previous year in the history of Terre Haute.

The Terre Haute Real Estate men have

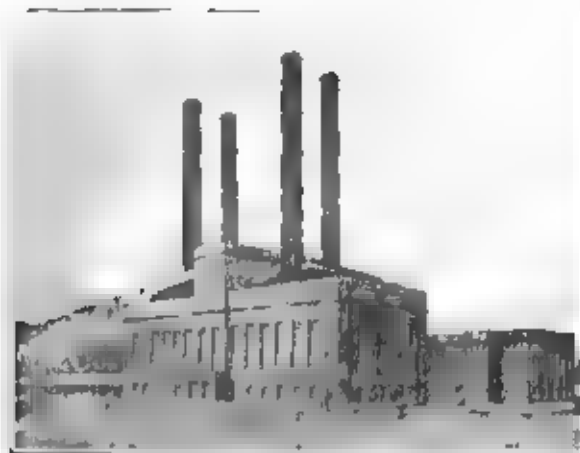
divided all the farm lands and subdivided the city in all directions and sold them up to the builders. Everything is being built up.

Vacant property is no good to a city, but a growing subdivision is its life. Terre Haute Real Estate men believe in Terre Haute for the future.

The sign of Terre Haute's sub-
growth is the fact that there are sub-
11

divisions of all classes for all classes of people. The subdivisions are for the wealthy and the expensive houses built for luxury. There are not so pretentious for the middle class of people and still others are for the laboring class.

This shows the wealthy are not afraid to invest here and settle permanently and that the middle class and the working men are satisfied with conditions here and all classes are growing in numbers. What more could any city desire.



**Super-Power Plant Being Built on the
Wabash River
Capacity 40,000 K. W. Ultimately 100,000**

Terre Haute has the brightest future in its story. It has a live-up-to-date Chamber of Commerce under the guidance of Secretary Samuel McClary with 2500 members continually boosting Terre Haute and its advantages.

In addition to the Chamber of Commerce Terre Haute has Civic Clubs which are active in helping the community. The Rotary, Kiwanis, Lions, and Exchange clubs are made up of Terre Haute's finest sons who are all working for the betterment of the city.

There is now under way the preliminary work on the construction of a large Stadium second to none in the state in one of Terre Haute's new parks.

The Park system of the city is soon to be greatly augmented by the addition of new parks, gifts to the city from wealthy citizens, and the improving of the parks now open. A new swimming pool open to the public will be finished in

Terre Haute of the Future

**The accompanying Photograph
of the new Electric Power Plant
Shows But a Portion of Terre
Haute's Industrial Growth.**

Lorhacks Park by spring and if the project proves satisfactory other pools will be built in other parks in all parts of the city.

The new boulevard along the banks of the Wabash will make a beautiful water front out of what is now a factory district and the Drive will be named in memory of the author of "On the Banks of the Wabash," Paul Dresser.

The growth of Terre Haute as is shown in the increase of the postal business are making a cost of \$400,000.00 in addition to the post office to take care of the increase.

When completed the new Power Plant on the Wabash River south of the city, will generate power that will be conveyed to Indianapolis and various distant points. The new plant is being built on the bank of the river adjoining the company's holdings of 3,000 acres of coal which the company estimates will last 30 years. The coal find and its proximity to a constant large water supply brought the plant to Terre Haute.

Tribune Predominance

The esteem in which The Tribune is held among advertisers is shown by the following advertising figures:

(Figures Compiled by The Tribune Auditing Department)
For the Year 1922.

Total Advertising

Tribune	8,766,002 Lines
Second Paper	8,182,642 Lines
<hr/>	
Tribune Lead	633,360

Local Advertising

Tribune	6,731,550 Lines
Second Paper	6,166,174 Lines
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Tribune Lead	565,376 Lines

Foreign Advertising

Tribune	1,296,148 Lines
Second Paper	1,270,248 Lines
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Tribune Lead	25,900 Lines

Classified Advertising

Tribune	736,304 Lines
Second Paper	696,220 Lines
<hr/>	
Tribune Lead	42,084 Lines

The Tribune lead in advertising over the Second Paper has increased from year to year, and in 1922 The Tribune led the Second Paper more than ever before.

The growing lead shows that advertisers are realizing more every day that they get best results from Tribune advertising

The Tribune Leads Terre Haute Newspapers

As is shown by the following figures on Advertising for the year 1922 as compiled by De Lisser Brothers, New York, accountants for both Terre Haute newspapers.

The Tribune's lead in Daily Advertising:

Tribune 8,539,359 Lines
Second Paper 6,019,124 Lines

Lead 520,236 Lines

The Tribune's Lead in Sunday Advertising:

Tribune 2,281,980 Lines
Second Paper 2,152,317 Lines

Lead 129,663 Lines

CLASSIFICATION	LINES IN TRIBUNE	LINES IN SECOND PAPER	TRIBUNE LEAD	SECOND PAPER LEAD
Amusements and Theaters	468,803	439,871	28,932	
Automobile and Accessories	531,191	481,914	49,277	
Department Stores	2,200,794	2,167,046	33,748	
Men's Clothing and Furnishings	607,158	499,057	108,101	
Women's Wear	717,599	612,094	105,505	
Financial, Banks and Brokers	156,415	157,661		1,246
Food and Groceries	580,653	490,160	120,493	
Furniture	573,046	465,582	107,464	
Hotels, Resorts and Restaurants	18,911	9,929	8,982	
Jewelry, Silverware and Opticians	109,108	61,140	47,968	
Legal and Public Notices	67,199	51,082	16,117	
Local Drug Stores	133,470	107,549	25,921	
Musical Instruments	201,984	182,496	19,488	
Proprietary and Medical	545,211	539,703	5,508	
Railroad and Steamship	49,354	56,635		7,281
Shoes	170,679	115,260	55,419	
Tobacco	55,290	84,711		29,421
All Other Classifications	984,001	1,035,495		51,494
CLASSIFIED	650,473	644,056	6,417	
LOCAL	6,767,163	6,247,119	520,044	
FOREIGN	1,403,703	1,280,266	123,437	
TOTAL	8,821,339	8,171,441	649,898	

Why You Should Advertise in The Terre Haute Tribune

The Tribune, a newspaper which commands the attention of its readers through its policy as a Metropolitan paper. For over fifty years it has been the leader in this field and enjoys the prestige and good will of its readers.

The Tribune is the big evening paper in a strictly evening field, a copy of its daily and Sunday issue going into approximately every home. The Tribune is read by every family in this community; its news features, combined with the members of the editorial staff who are proficient in their various lines, makes it the dominating paper in this field. It reaches the homes of the laboring class as well as wealthier class at a time of the day when his or her mind is most receptive to newspaper reading.

The entire personnel of The Tribune is made up of local people; it is the only HOME OWNED, HOME EDITED AND HOME MANAGED paper in the city; this is an inestimable factor in any paper.

During the year just past The Tribune led the field in local, foreign, classified and total advertising in a greater amount than ever before. The Tribune led the second paper in eighteen out of twenty-two classifications; having an enormous lead in department stores, furniture, men's wear,

women's wear, foods and groceries, drugs, etc., which proves it is the man's as well as the woman's paper. The Tribune's enormous lead during the year just past is due to its great ability to GET RESULTS. Time and time again the paper has been put to the most rigid tests, and at no time has it failed to bring about the expected results.

Local advertisers are concentrating their efforts in The Tribune exclusively, having used during the past year over half a million lines more than in any other paper. National advertisers have followed the policy of the local concerns, having used over 123,000 lines more during the same period.

The Tribune curtailed many lines of advertising during 1922—its readers have been educated to reading clean, beneficial news articles, and we have been compelled to reject many advertisements which were classed as objectionable in order to protect our readers.

You, Mr. Space Buyer, who are seeking the greatest amount of results for the minimum amount of money, will find this, The Tribune, truly your paper. The results you will obtain from its use will always stand as a credit to your judgment.

Why The Tribune is the Paper for Terre Haute People

PRESENT CIRCULATION.

Total Net Paid Circulation Daily in excess of 24,500

Total Net Paid Circulation Sunday in excess of 23,500

(Member A. B. C.)

The map on the opposite page shows how the Tribune circulation is concentrated, practically all of it being in ten counties from which practically all of Terre Haute's buying population comes.

The map also shows the railroads leading out of Terre Haute, but in addition there is a network of interurban lines and paved roads making bus lines also popular so that all except some rural route circulation delivered by mail is in the hands of the readers all over the trading radius the same day the paper is printed.

The Tribune's City Circulation now exceeds 12,000. Tribune Circulation is quality circulation, 3 cents daily and 5 cents Sunday.

Features Which Make The Tribune the Leader.

Tribune editorials are written in Terre Haute from a Terre Haute viewpoint.

The Tribune has the only Editorial Page in the city that contains no advertising.

The Tribune has the only Woman's Page in the city that contains no advertising.

The Tribune's Department Heads.

Mique O'Brien, Dramatic Editor and Nationally known in the Theatrical World.

Ralph White, Sporting Editor, locally recognized as an authority on sports.

Anna Bowles Wiley, Feature Writer, whose articles and stories are so well known to all Terre Haute.

Miss Grimes, Society Editor, whose columns are carefully followed by all women readers.

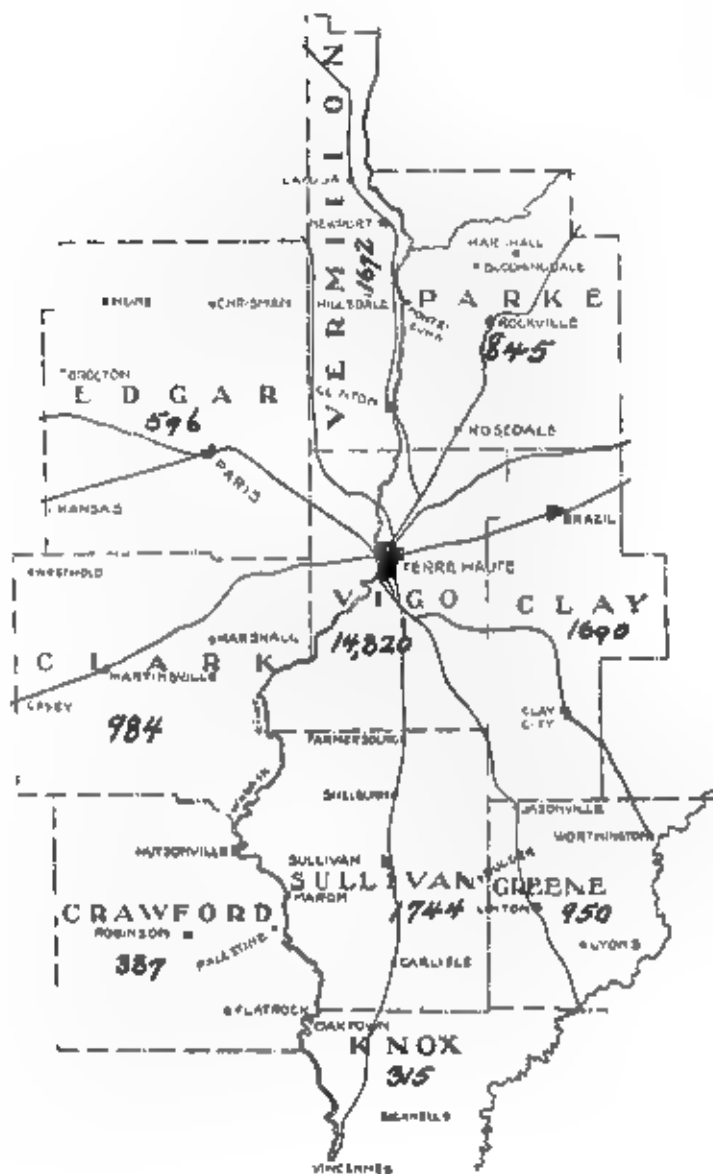
Miss Lewis, "Shop Chatter" Writer, whose department is followed closely by all employees of downtown stores.

Other Features.

Besides the regular Editorial and Woman's Page features The Tribune runs the stories of Helen and Warren, the articles by Ring W. Lardner and the sport stories of Robert Edgren, which are hard to equal in any paper of the same size.

The Tribune cartoons, daily and Sunday, are the best there are. Daily we have the famous "Bringing Up Father," by McManus; the daily cartoons of Briggs, and the front page cartoons on current events by Bushnell.

On Sunday our colored supplement contains "Bringing Up Father," "Mutt and Jeff," "The Katzies," and "Down On the Farm," the new "Maud" pictures.



Map Showing
Tribune Circulation
 By Counties
 Surrounding Terre Haute

Automobile Advertising Gets Best Returns When Placed in The Tribune

AUTOMOBILE ADVERTISING FOR 1922.

Tribune531,181 Lines
Second Paper	481,914 Lines
<hr/>	
Tribune Lead 49,277 Lines

The Tribune is recognized by local automobile, accessory, tire, battery and repair men as the one medium of advertising whereby they can cover the city of Terre Haute and the surrounding territory practically 100%. It is because of this fact, which has been proven to these men, that The Tribune carries such a great number of exclusive automobile accounts.

Terre Haute is considered a very good automobile city because of the good roads surrounding the city and the high paid class of workers in the factories and mines. Statistics of January 1st, 1923, show close to \$1,000,000 invested in the automobile industry within the city limits. A total of thirty-eight passenger cars and twelve motor trucks of different makes are represented by the dealers in this city as well as practically every standard make of storage battery.

The Tribune runs an automobile section with real automobile news. Items are selected for their news value alone and no items which have any reflection on any other company are allowed in the section. Articles which are purely advertising matter in disguise are not carried. All news items of interest to the readers of The Tribune should be in this office by Wednesday

of each week in order to be given the proper consideration in the Sunday Automobile section.

Automobile advertisers of The Tribune feel that we are very liberal in giving news and the fact that nothing but real news gets by the automobile desk has given us a valuable automobile section and one that is of intrinsic value to the advertiser and of real interest to the many automobile readers.

The Tribune automobile department is in constant touch with the automobile dealers of the city and can be of great assistance to companies desiring to secure dealers. Territory men will find that a few minutes spent in The Tribune automobile department, getting first hand information, will save days of tiresome work in the field looking for a dealer at random.

To the foreign advertiser who is contemplating the placing of copy, we suggest that a canvass of the automobile dealers of this city be made to secure their preference as to the real advertising medium in this field. Companies who have done this have found that The Tribune is so far ahead of any other medium that it left no question in their minds as to the advisability of placing their copy in The Tribune Automobile section.

What the Agencies Say

The writer wishes to take this opportunity of thanking you for the co-operation given him in getting distribution on Van Ess in Terre Haute and also in selling the dealers the re-order deal we have just put over.

Terre Haute was regarded by us as one of our hardest territories and our wonderful success there makes it all the more gratifying. The advertising brought us wonderful results right in the middle of the coal strike and we are more than pleased with the results. We know you too are well pleased because of the hard work you did in assisting in getting the original distribution.

The prestige The Tribune has with the dealers was clearly demonstrated to the writer and it is easily seen that good results are obtained from all other articles advertised in The Tribune from the value attached to Tribune advertising by the dealers.

Again the writer wishes to thank you for the valuable co-operation you gave him which is as good as any co-operation he has ever received from any paper regardless of size.

H. C. LARSON, VAN ESS LABORATORIES.

Your letter concerning the splendid co-operation given in connection with the B. K. Goodrich tire advertising is so thoroughly appreciated that our Financial Department itself has reserved the right to acknowledge your good work and to extend to you expressions of appreciation on the part of the agency as well as the advertiser.

WM. H. RANKIN COMPANY.

Thanks for your good letter of the 15th offering to put up 50 window posters for Culmet. They will be shipped to you today. This is a good form of co-operation. Assuring you of our appreciation.

SEHL ADVERTISING AGENCY.

Please accept my thanks for your letter of Sept. 27th in which you advise that two of your men have put up proofs of the Woodbury page advertisement in druggists' windows. I assure you this co-operation is splendid and we thank you for it.

J. WALTER THOMPSON CO.

J. Walter Thompson Co. has advised us of the co-operation you have given us in connection with our Woodbury advertising. We wish to thank you for this and to assure you that we appreciate it very much.

THE ANDREW JERGENS CO.

Thanks very much for enclosing in the envelope five additional window display requests which have already been filled.

A. STEIN & CO.

Will you please express to the Terre Haute Tribune our appreciation of the co-operation that they are giving in connection with the Indian Refining Company's campaign. This kind of work on the part of the newspaper is always of assistance, as it impresses the dealers more strongly than an advertiser or an advertising agent could.

CLARKSON A. COLLINS, JR., INC.

Mr. Fletcher asked me to thank you for the information you were good enough to send us in answer to our questionnaire on Richard Hudnut and Santol. This will be of much help and we want you to know that your co-operation is greatly appreciated.

JAMES ADVERTISING AGENCY, INC.

Many thanks for the Survey on Snowflakes 9X Icing Sugar which arrived today. The facts disclosed by this report are indeed interesting, and indicate that Snowflake has made real progress during the four months the campaign ran in your publication.

THE HOWARD CALDWELL COMPANY.

This will acknowledge and thank you for your letter of March 17th enclosing report on window displays in connection with the Group Products advertising of the Proctor & Gamble Company.

We also note the manner in which you handled requests for extra copies of the March 17th issue. We appreciate all your efforts in making this campaign a success and have been requested by our clients to convey their thanks for the wonderful co-operation rendered by The Tribune.

THE BLACKMAN COMPANY.

We have your reply to our inquiry of Jan. 23rd regarding advertising of soap powder in Terre Haute. We particularly appreciate the time which was taken to give us the answer to question No. 9 on the best sellers handled by ten representative grocery stores in your city.

R. O. EASTMAN, INC.

This is to thank you for the survey you sent us on the condition of sales and distribution of Borden Products in your city. We take this means at this time to let you know that your work in this connection is to be highly commended and your effort is not only greatly appreciated by us but also by our client, the Borden Co.

THE H. K. McCANN COMPANY.

Acknowledging yours of the 3rd, we wish to thank you most heartily for the prompt co-operation accorded us by The Tribune on Fleischmann's Yeast, which we are confident will prove extremely effective.

J. WALTER THOMPSON CO.

Many thanks for your very interesting letter and report of October 13th about couponing in Terre Haute. The information is very interesting and we are grateful for your excellent co-operation.

J. WALTER THOMPSON CO.

We certainly appreciate your letter of November the eighth in which you expressed your opinion regarding the results of the Dr. West Tooth Brush advertising. We are likewise grateful for the excellent co-operation which you have given us.

FERRY-HANLY ADVERTISING CO.

We have yours of the 18th and thank you very much for your co-operation on Dr. West's Tooth Brush.

KIEFER-STEWART COMPANY.

We thank you for your letter of the 14th. We appreciate this co-operation on your part very much, and feel sure that it has added much to the effectiveness of our advertising.

The McCALL COMPANY.

We thank you very kindly for your co-operation in furnishing us with reports on Oleomargarine, and wish to state that everything was handled in a most excellent manner.

COLLINS KIRK, INC.

We thank you very much for our client and ourselves for the co-operation extended recently on the appearance of the Aspirinal's full page copy. The success of this campaign depended to a great extent on your full co-operation and we feel sure the sale of Aspirinal has been placed on a higher volume.

DILLARD JACOBS AGENCY.

We are in receipt of your report on the Chewing Gum sale and thank you for the information given.

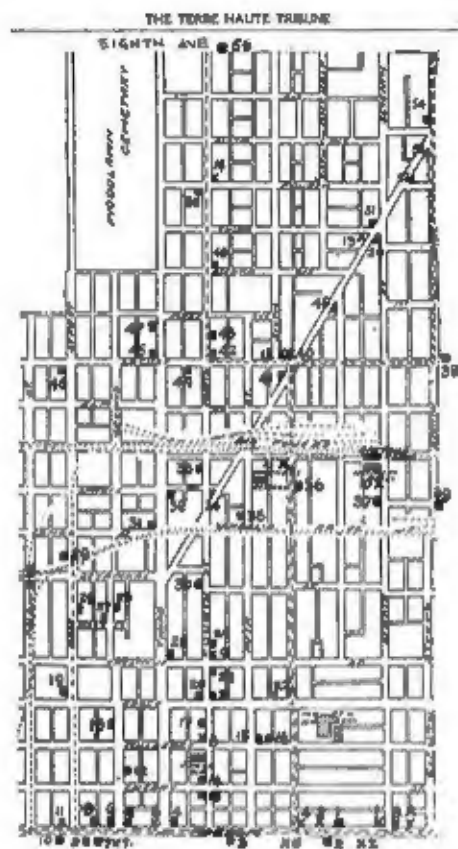
STEWART DAVIS ADVERTISING AGENCY.

We have received the children's underwear questionnaire which you filled out and returned to us February 14th, and we want to thank you kindly for your co-operation.

THE BYRON G. MOON CO.

The Sales Promotion Department

THE TERRE HAUTE TRIBUNE	
GROCERIES IN BLOCK 1.	
1	—A. Rice, 2nd St. and Wash.
2	—Reed Dry Goods Co., 2nd St. and Wash.
3	—J. H. Rice, 2nd St. and Wash.
4	—Wm. H. Rice, 2nd St. and Wash.
5	—J. H. Rice, 2nd St. and Wash.
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100	—J. H. Rice, 2nd St. and Wash.



The Tribune Route Book

The above illustration shows the first two pages of the Route Book (reduced one-half) published by the Sales Promotion Department of The Tribune.

This Route Book covers all retail druggists and grocers in the city, the left hand page showing the name and address and the right hand page the location of each store on a map of the Route. Drug stores are marked (x) and the groceries (■). There are twelve routes in the city.

Much time can be saved by salesmen if they use this list to call on the trade. The maps make

it equally easy for a stranger. If your salesmen are coming to Terre Haute, have them come to our office, state exactly what class of trade they wish to visit, and we will furnish them with a Route Book with explanations how to use it to suit the particular case and render any reasonable service requested.

These books are furnished free upon request.

This department also will furnish special merchandising reports upon request and give other co-operation for the advertiser equally as valuable in making a campaign pay.

THE TRIBUNE

Foreign Advertising in Charge of

G. LOGAN PAYNE CO.

**Chicago
Tower Bldg.**

**Detroit
Kresge Bldg.**

**St. Louis
Carleton Bldg.**

**Los Angeles
Security Bldg.**

PAYNE BURNS & SMITH, INC.

**New York
Fifth Avenue Bldg.**

**Boston
100 Boylston St.**

Foreign Advertising Rate 6c Per Line Flat

NEWS EVENTS IN SEVEN REELS BY THE TRIBUNE CARTOONIST



NEGRO EXODUS FROM BLANFORD IS BEGIN

Colored Residents Head Westing After Discrimination Saturday Following Attack Upon Young Girl.

BLANFORD, Ind., Jan. 20.—A general exodus of the colored residents of this town was taking place this evening following the ultimatum issued by the white residents, ordering that all of the single colored folks leave by 7 o'clock Saturday evening and the remaining families by next Wednesday.

Signs were posted in conspicuous places in the town and personal orders were given to all of the colored families. Ongoing from the town were loaded with colored people and many of the families were preparing to move before the expiration of the time allotted them.

Groups of the enraged citizens walked every colored family in the town and in the nearby village of Jackson, explaining the reason which had been taken by the residents. With few exceptions, all of the colored residents declared that they would abide by the order and would move from the town by the day fixed.

A few of the colored people who have remained in the town for the past few years and who own property, indicated that they would "stand by their rights" and would not move. Very little conversation was heard from these people by the white citizens who are thought to be a high class, and they declared that the only reason they had remained in the town was to "stand by their rights" and would not move from the town by the day fixed.

The trouble between the white and colored races in Blanford resulted from a demand in conference.

DEMAND IN CONFERENCE

NEW YORK, Jan. 20.—Demands which the United Mine Workers of America propose to make should their signature of a new wage contract were refused today by operators of the bituminous coal fields, a subcommittee composed of the leading operators and officials of the industry, "advising" was issued to consider demands of the employees and attempt to draw up a compromise program which would justify further negotiations. The committee will report to the whole conference next Monday.

ONE PERSON INJURED WHEN TRUCKS CRASHED TOGETHER

CLEVELAND, O., Jan. 20.—A person was injured when two trucks crashed together on a hill. The driver of one truck was killed and the other was injured.

JOHN BAKER KILLED WHEN TRUCK CRASHED ON ROAD

HARRISON, N. J., Jan. 20.—The right wheel of a truck was crushed when it struck a hole in the road, causing the truck to flip over and kill the driver.

Our Weather Man

Forecast for the week ending Jan. 21, 1935.

Forecast for the week ending Jan. 21, 1935.

INDIANAPOLIS

INDIANAPOLIS, Ind., Jan. 20.—A general exodus of the colored residents of this town was taking place this evening following the ultimatum issued by the white residents, ordering that all of the single colored folks leave by 7 o'clock Saturday evening and the remaining families by next Wednesday.

TWO WOMEN INJURED IN AUTO ACCIDENTS

One Struck in Front of Machine—In Another Car Struck Automobile On South Street.

Two women were taken to local hospitals Saturday evening following accidents in which both suffered serious injuries.

One woman was taken to St. Anthony's hospital on the order of Dr. J. W. Jones, who attended her following the accident.

According to reports and witnesses of the accident, Mrs. Laver, who had been driving a car, was struck by a truck in the grocery store at Nineteenth and Fifth streets.

Another woman was injured at a moderate rate of speed. She was struck by a truck in the grocery store at Nineteenth and Fifth streets.

CHICAGO BOY THREATENED DRIVER OF BATH MACHINE

CHICAGO, Jan. 20.—Police received a report of a boy threatening the driver of a bath machine.

TERRE HAUTE JOBBERS DEFENDANTS IN SUITS

Indianapolis Concerns Auto Damages In Suit of \$500,000—Action Cited as Basis for Suit Filed.

INDIANAPOLIS, Ind., Jan. 20.—Damages of \$500,000 were asked in a suit filed in the circuit court here today by the Clinek Grocery Co. to the coffee company charges that twenty wholesale companies in Indiana and fifty-eight individuals conspired to damage the coffee company and to destroy its business.

LEGISLATURE GRINDS STEADILY ON ITS WAY

Some Bills Signed the House That the Economy Program Will Set On Main Back The Town.

By a Staff Correspondent. INDIANAPOLIS, Ind., Dec. 20.—One fourth of the seventy-third general assembly has passed its first bill.

GRATE REVOLUTIONS ARE RAIL TRANSPORTATION PROBLEM

WASHINGTON, Jan. 20.—The interstate commerce commission has requested to investigate fully the alleged fault of railroads to provide adequate transportation facilities for lumber and farm products.

REPEATED BARRAGE HURDLES CHIEFS FEAR OF PAROLE

CHICAGO, Jan. 20.—A parole board has refused to grant parole to a man who has been in prison for a long time.

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STATE LIFTING MASK FROM HOODED BANDS

Three Members of 'Whispering Gang' Identified by Witnesses at Hearing Thursday Afternoon.

INDIANAPOLIS, Jan. 20.—Nearing a climax in its investigation into the matter of the 'Whispering Gang', the state of Indiana today identified three members of the band who had been hooded by the state.

MAJOR CRACK SLAYER IS HELD UNDER \$50,000 BOND

INDIANAPOLIS, Jan. 20.—Bond of \$50,000 was set for the release of a man who was charged with the murder of a man.

ONE KILLED, TWO HURT IN MOTOR BUS CRASH

Passenger Vehicle Filled in Gagey Park Where It Struck and Flipped Over.

An eastbound motor bus in the Terre Haute-Bluff line, operated by the Blue and Gray Bus company, loaded to capacity with passengers, was involved in a serious accident on Saturday afternoon.

The bus was traveling on a road when it struck a hole in the road, causing the bus to flip over and kill one person and hurt two others.

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